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January 1925

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more serious than the disease itself.

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# MEDICAL ECONOMICS

*The Business Magazine of the Medical Profession*

**H. Sheridan Baketel, A.M., M.D., Editor**



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**Vol. II**                      **Contents for January, 1925**                      **No. 4**

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**The Medical Economics Publishing Co., Inc., Publishers.**

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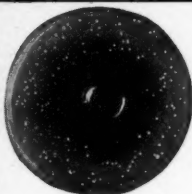
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4.1 cm.  
Dia. of Penetration Area,  
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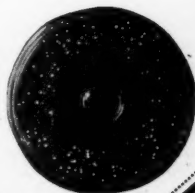
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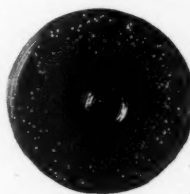
REARGON clearly shows its superiority on both counts.

These tests and the others almost completed simply explain and reinforce the unusually favorable clinical reports now being received from all parts of the country.

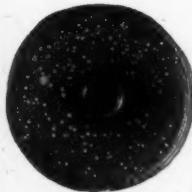


**A Mercury Compound**  
Dia. of No Growth  
Area, 3.9 cm.  
Dia. of Penetration Area  
4.8 cm.

2.



**A Widely Used Dye**  
Dia. of No Growth  
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Dia. of Penetration Area,  
3.5 cm.



**A Standard Silver Preparation**  
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WRITE FOR TECHNICAL PUBLICATION NO. 61  
GIVING FULL DETAILS

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\* Reprints of the article are available. If interested request one.

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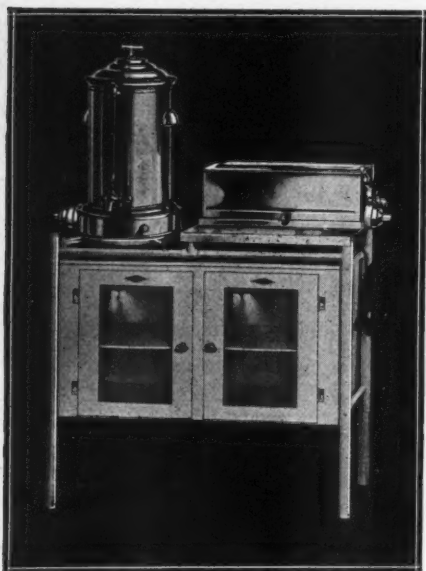
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# MEDICAL ECONOMICS

The Business Magazine of the Medical Profession

256 Broadway, New York

Vol. II--No. 4

January, 1925



## One Year of Keeping Patients Fit

John Walker Harrington

Tappan, N. Y.

*It is well to practice what one preaches. MEDICAL ECONOMICS has been advocating preclinical medicine-periodic health examinations.*

*This article clearly sets forth how one New York physician, who devotes his entire time to physical examinations, has carried-on during the first year of his exclusive practice of this specialty.*

**H**ERE is a physician who has just completed one year of practice on the basis of keeping his patients fit by means of periodic health examinations.

While leaders of medicine have been telling the world that the practice of the future will be founded on ministering to the apparently healthy, Dr. Albert K. Detwiller, of New York City, has put a theory to the successful proof. The writer has followed the work of Dr. Detwiller for some months, and finally induced him to speak of it for publication. "It is with some reluctance," said the physician, "that I talk of this matter, and I should certainly not give any interview for the lay press on this subject. If, however, my experience will be of any value to the profession at large, I will feel much gratified.

"In the first place, if I may be permitted to give a little personal history, I was for some years a pathologist for the Russell Sage Institute of Pathology, which, it

will be recalled by the readers of MEDICAL ECONOMICS, was founded by Mrs. Sage for the purpose of finding out the causes of senile decay. The information gathered by the Institute is being applied to averting the many ills which beset advancing age. While so engaged over a period of years, I performed thousands of autopsies. I found many conditions which, if they had been known in time, could have been remedied and the lives of those who suffered from them could have been prolonged. More than that, I was convinced that those persons could have had many years of usefulness and happiness. That is, they would have been fit.

"After saving up some capital," continued the doctor, "I established an office of my own, and on November 1, 1923, started to practice preventive medicine as applied to the individual. Naturally, I did not advertise. I did, however, on opening my office, send out cards notifying everybody I knew to that effect. The growth of my

practice was very slow, for I let it be known that it would be my endeavor to keep my patients from getting ill, rather than to wait for them to call me in an emergency.

"One of the first men to come to me was an official in a prominent bank in Wall Street, who had heard of me from a mutual acquaintance. He said that although he felt well and was doing his work acceptably, he was troubled with a slight 'crick' in his neck. He is an unusually able and far-seeing young man, and he asked for a thorough physical examination. He had several minor complaints, not the least of which was a recurring headache, due to improper glasses. He wore tortoise shell spectacles, the lenses of which he was constantly twisting in cleaning, until they became completely out of focus.

"Later I found that many who consulted me had such experiences. What they believed to be chronic indigestion was merely an irritation of the vagus nerve due to eyestrain. I gave that patient a thorough overhauling, sent him to a high-grade optician for new glasses, and told him to report every six months. He has been back twice for examination and several other times for slight ailments, which I was able to treat. As a result he is in the pink of condition at the present time. At my suggestion a tooth, at the base of which was an abscess, was extracted, thus removing the cause of the crick which had originally brought the banker to me.

"Soon I was consulted by a number of other men from the financial district, and also by several brokers and bankers from other cities who had heard of me through their business friends, and most of these had no story of symptoms at all. They were, indeed, apparently well, but as in every case which comes under my direction, I examined them carefully, using blood tests, X-rays, urinary analysis and every other means at my command, just as thoroughly as though they were

suffering from something definite. Some were in fairly good health, while others had defects which required prompt attention. One had been treated for acute indigestion, and was having his stomach washed. In the course of the regular examination, using the ophthalmoscope, I made a diagnosis of tumor of the brain and advised immediate operation. He was operated upon, and is now in excellent physical condition.

"As my practice increased, I found it was impossible for me to give more than temporary treatments and I therefore began to send my patients to specialists. Some of my fellow physicians questioned the wisdom of this course in the belief that I was throwing away practice. I disagreed with them on that score. Despite the fact that I had had abundant experience in surgery in hospitals with which I had been connected, and that my experience with the Sage Institute of Pathology had given me a fair amount of technical skill, I felt I could not undertake cases which required so much time for treatment or operation. Without any solicitation whatever, patients who had been treated by surgeons or specialists to whom I had sent them, began to come back to me for periodic examination. They were interested in comparing the record of their first examination with the subsequent ones. This demonstrates that the physician can refer his cases and have them return to him for the later necessary examinations.

"Usually, patients follow the instructions I give them with care. When they do not, I tell them frankly and firmly that they are making a serious mistake. I recall one patient, a well-known railroad official, to whom I talked rather sharply because he had neglected to wear woolen underwear, which I had recommended, as a means of helping his elimination. I told him he did not have to follow my directions, but his neglect to do so, had made his

condition far from as desirable as it should have been. He was convinced, and after that he did everything which I recommended.

"By keeping steadily to my policy," continued Dr. Detwiller, "I have been able to build up a paying practice and prospects for the coming year are most promising. At regular intervals I send out cards to my patients suggesting that they come in for their periodic examination, and most of them do it and many come, as I have said, without any reminder from me.

"Just how far the methods I have followed may be of advantage to other physicians is hard to say. The family physician in the small community who is called upon to do everything may find this system a little difficult to apply. I am pretty well convinced, how-

ever, that the family doctor, the general practitioner, is not going to pass out of existence, but he will become a health specialist or health adviser. The physician of the future will be sought, not merely in an emergency, but to prevent the emergency from happening.

"In these days, it has been impressed upon me by my financial friends, the business man does not go to the banker only when he is in a tight place, but also when he needs advice as to ways in which to make his enterprise the more successful. No one is afraid of a banker, and likewise the old-time dread of the hospital has disappeared. The day is at hand when the average American will not fear to go to his doctor for exam-

(Concluded on page 48)

## When Rhino and Doctor Meet



**Dr. Richard L. Sutton, the well-known Kansas City dermatologist, pursues his hobby of hunting, even to the wilds of Africa. Here he is portrayed with one of the examples of big game brought down by his gun.**



# Hobnobbing With King Winter

*"Come, shape your plans where the fire is bright,  
And the shimmering glasses are—  
When the woods are white in the winter's night,  
Under the northern star."—Albert Bigelow Paine.*

**A** vacation in New England in winter?

Why not?

Every physician should take at least two vacations a year and more if possible. He will live longer, be happier, and will render his patients better service.

A prominent New Jersey medical man "Takes off" one month in every four, thus vacationizing four weeks at a time three times a year. Since adopting this plan his practice has largely increased and he enjoys much better health. When the time comes for him to go he goes and his patients think the more of him for it.

Far too many medical practitioners are slaves to an unappreciative clientele. The doctor who is independent commands the respect of his patrons.

If a vacation in winter, why a cold country instead of the Southern States or California? Because the majority of physicians practise in a cool climate and the change to a warmer section is enervating and not conducive to the health of many people.

New England is the great playground of America, summer and winter. Maine, New Hampshire, Vermont and Massachusetts make a distinct appeal to the vacationist. New Eng-

land offers toboggans when Florida furnishes rolling chairs.

In that dry, clean atmosphere one can toboggan, ski, skate, sleigh, fish, hike, iceboat or snowshoe.

The great hotels offer every comfort at moderate rates and in many communities, such as Hanover, Newport and Whitefield, N. H.; Poland Springs and Rangle Lake, Maine; Woodstock, Vt., East Northfield and Winchendon, Mass., will be found fine hotels and every chance for the various winter sports.

Wherever one goes in northern New England from November through March there will be snow. Skiing and snowshoeing are always available. Ice skating is general, while ice-boating is a favorite sport. Winter fishing through

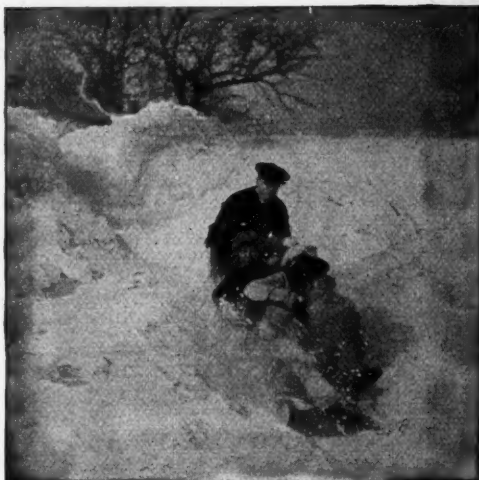


**Catching 'Em Through the Ice.**

Photos by Courtesy of Boston & Maine R. R.

the ice has its devotees. The modern hotel or community has gone into the refinements of winter outing pleasures. Coasts for sled and toboggan, and special runs and jumps for skis, have been built. Artificial ponds have been made until New England rivals the best in the world for winter accommodations.

Winter scenery is delightful. Once its colors are fully appreciated, many find the brilliant coloring of the summer too resplendent. They prefer the quiet charm of winter. Winter brings wonderful air, which is better than champagne. It means vigor, strength, and appetite for healthy,



*Where Drifts Hold No Terror.*

simple food. Glorious summer cannot equal the luxury of sitting before an open fire in the evening after a day spent outdoors in winter. New England, in winter, is

not primarily for soft people, but like Switzerland it is a great health resort. Of late years the doctors have been drugging less for the grippe. They have now gone further and are prescribing railway tickets as the best cure.

A well-known New York physician suffered from the effects of an antrum infection a few years ago. His condition kept him from his work and with low resistance, he was losing ground. His physician, a wise man, insisted that he go to a cold



*On the Top of the World.*

climate instead of to Florida, as the medical patient desired.

Consequently, he bundled himself and wife up to Hanover, N. H., where the Dartmouth College winter carnival was in full blast. The thermometer was 10° below when the New Yorkers arrived in the beautiful college town, but cold was forgotten in the wealth of winter sports the carnival afforded.

If the doctor was possessed of an antrum he was ignorant of the fact. All he wanted to do was ski and hike and toboggan and skate and sleigh, and for five halcyon days he indulged himself to the utmost.

May be that doctor has an antrum or perchance two, but if so, he has not been aware of it since his return from the seat of Daniel Webster's alma mater.

The wonderful New England hills and mountains, located within a night's ride of New York, and only 24 hours from Chicago, contain health giving properties that the hard-worked doctor, wherever located, needs.

Several days in such a world, with long hikes and sleigh rides and a full day every day spent out of doors, with the bedroom windows wide open at night, is worth a month's holiday in the summer. Respiratory diseases disappear almost as if by magic under the influence of New England ozone.

The doctor who can should tear himself away from the murky, slushy and always noisy city for a few days of rest and inspiration in God's wide, white, sweet and quiet world, where

the great physician, the Frost King, waits to apply his healing touch, and where, as Frank Dempster Sherman sings:

*"The ice is strong upon the creek.  
The wind has roses for the cheek,  
The snow is knee-deep all around.  
And earth with clear blue sky is crowned."*

Looking across the great white spaces, with their dark splotches of evergreen forest, every detail brought out in sharp relief in the crystal atmosphere, one wholly forgets the searching winds and biting cold in a rapt contemplation of "splendors beyond what gorgeous summer knows."

Get the winter habit, doctor!

### He Got It

Patient: "What I need is something to stir me up—something to put me in fighting trim. Did you put anything like that in my prescription?"

Doctor: "No, you'll find that in the bill."—*Medical Standard.*



*And Toward Evening a View Like This to Complete the Day.*

# The Doctor and His Investments

## Article 1

### How Other People Get Ahead

Malcolm L. Hadden

New York

*"To save money is to make it." With this thought in view, Mr. Hadden, a well-known financial expert, begins in this issue, a series of twelve articles on the saving and investment of money, which will prove of inestimable value to the physician. The February number will publish his "Investing and the Investment House."*

**I**T is a very old saying that it is easier to make money than it is to keep it.

While we shall not attempt to deny the broad truth of this assertion we propose in this article, the first in a series on, "The Doctor and His Investments," to outline certain methods which have been successfully employed by others in laying the foundations of future financial independence.

The appropriateness of a series of articles of this sort will be readily recognized by the doctor himself, for perhaps more than any other professional man he finds the investment problem the most difficult of all his purely business transactions. This situation may be readily understood, however, when one considers the nature of the doctor's work, his professional associations and the almost complete separation of his activities from those of the business world.

As the title for our first article we have chosen the one, "How Other People Get Ahead," not with the idea of reflecting upon

the saving qualities of the members of the medical profession but merely because it is a matter of real interest to most of us to learn how some people manage to save part of their earnings and what is more important or at least more satisfactory, how they manage to retain them in the form of sound income producing investments.

Unquestionably the most practical step for anyone seriously interested in working out the formula for financial independence lies in the establishment of a personal or family budget.

Briefly, this means dividing the various items of living expense into groups and placing a limit on each group in proportion to the amount of income. Every well regulated business concern does this or it could not continue to exist. Our government is now doing it after finding that, without a budget system, expenses run wild and continually exceed appropriations.

A personal or family budget is much simpler than a corporation

budget—easier to establish and with a little practice easy to control. The doctor will find upon examination that the amounts he spends for ordinary expenses are rather uniform in proportion to income over annual periods. Hence, making a budget is just a matter of examining and classifying expenditures.

For the benefit of our readers the accompanying table of typical budgets for various incomes is reproduced below. These budgets have been worked out from a study made by a prominent investment house\* from a large number of cases where records have been kept by individuals and families having incomes of the amounts indicated. It is not expected that these typical budgets will exactly fit the requirements of any particular family but they may serve as a general guide to the doctor in working out a budget of his own.

\*Halsey Stuart & Co.

In drawing up a chart of this sort it is, of course, realized that certain expenditures, particularly food and shelter will vary in cost with localities.

Among the many plans for saving of course the ordinary savings bank is obviously the first one that comes to mind. This is the traditional and most important of all savings plans and the one which has been most effective in providing the funds which have made possible the remarkable material development of America. However, as ordinarily this method involves no obligation upon the individual to save systematically, we shall not attempt to discuss this plan here but take up several other methods involving systematic saving which have proven very satisfactory to others interested in providing a comfortable competence for the future.

Perhaps the doctor will find in the installment shares of building and loan associations one of

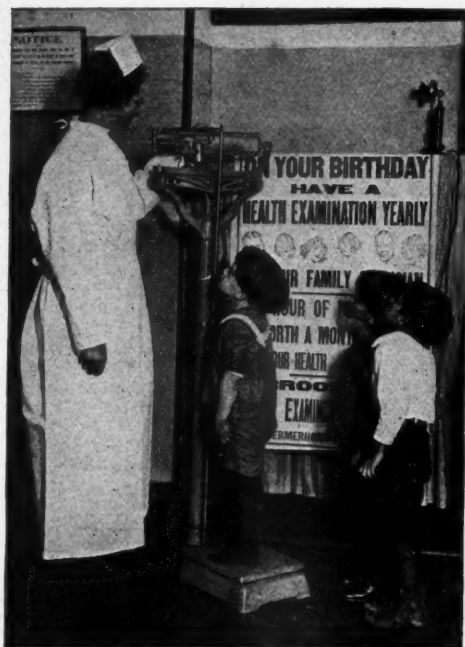
### Typical Budgets for Various Incomes

For an average American family—two adults and two children.

INCOME		NECESSITIES (Per Month)						
Per Year	Per Month	Food	Shelter	Clothes	Operating Main-tenance	% of Total Income		
\$ 2,500	\$ 208.33	\$ 55	\$ 45	\$ 35	\$ 30	79.2		
3,000	250.00	60	50	40	35	74		
3,500	291.67	65	60	45	40	72		
4,000	333.33	70	60	50	50	69		
5,000	416.67	75	75	60	65	66		
7,500	625.00	100	100	75	75	56		
10,000	833.33	100	125	75	125	51		
12,500	1,041.67	100	125	90	125	42.2		
15,000	1,250.00	115	125	100	125	37.2		
20,000	1,666.67	150	150	125	150	34.5		
25,000	2,083.33	175	200	125	200	33.6		

INCOME		ADVANCEMENT (Per Month)		SURPLUS (Ins. & Fed. Inc. Tax Not Deducted)	
Per Year	Per Month	Education, %	Recreation, etc. % of Total Income	Per Month	Per of Total Year Income
\$ 2,500	\$ 208.33	\$ 23.33	11.2	\$ 20.00	\$ 240 9.6
3,000	250.00	30.00	12	35.00	420 14
3,500	291.67	36.67	12.6	45.00	540 15.4
4,000	333.33	48.33	14.5	55.00	660 16.5
5,000	416.67	61.00	14.6	80.67	968 19.4
7,500	625.00	100.00	16	175.00	2,100 28
10,000	833.33	141.33	17	267.00	3,204 32
12,500	1,041.67	176.67	17	425.00	5,100 40.8
15,000	1,250.00	210.00	16.3	575.00	6,900 46
20,000	1,666.67	266.67	16	825.00	9,900 49.5
25,000	2,083.33	341.66	16.4	1,041.67	12,500 50



## Young America Adopts Health Examination Idea

*Most people wait until they get sick before they think of dispensaries or doctors. The new Brooklyn Health Dispensary, Brooklyn, is following the Chinese belief that one should only pay a doctor to keep one well. However, their services are free and they urge a medical inspection every birthday. These tots are up for the first test, which is to get weighed.*

P. & A. Photos

the best aids to compulsory periodic savings yet invented. Building and loan associations, co-operative banks or homestead associations as they are variously known are the oldest form of co-operative credit institutions in existence. Their operations are generally restricted to the local zone which they serve and it is the practice of most associations to make loans only to their own members.

There are several plans in operation but they are all more or less modifications of the same principle. To illustrate: A group of citizens in a community get together to form a building and loan association. They elect officers and a board of directors and open an office convenient to the seat of their proposed operations. In order to provide the funds

necessary to carry on their loaning operations they capitalize for a fixed amount by selling shares to their members on the installment plan. Certain weekly or monthly payments are due until the full amount paid, plus the accrued interest, equals the maturing value of the shares, usually \$100 or \$200. The period required before the shares are fully paid for usually takes from six to seven years. The principle of this savings plan is much the same as that used by the Government in the sale of its thrift or war savings stamps. It is usually possible for the owners of installment shares to withdraw their savings at any time prior to the full payment of the stock without being penalized therefor.

When accumulations of a society are sufficient they are loaned



to the member who offers the highest rate of interest, i. e., the highest bonus in addition to the regular rate, his own shares being assigned to the association as collateral. In the meantime interest is paid upon the loan along with unpaid installments on his stock until it matures when it is applied against the principal of the loan and any balance is returned to the member.

The rate of interest obtained on loans extended to members, plus the bonus and the fact that operating costs of the associations are very low principally explains why such societies are able to pay a rate of interest ranging anywhere from five per cent. to as high as nine per cent. in certain of the Western states.

Another feature in the purchase of installment shares of building and loan associations which should prove attractive to the doctor rests in the fact that usually any number of shares from 1 to 100 may be contracted for, thus making obligatory a saving of from \$1 to \$100 per month depending upon the number of shares taken. Payments are usually made at the rate of \$1 per share per month and may be made weekly, semi-monthly or monthly as preferred and by mail if more convenient.

To give some idea of the comparative safety of an investment in the stock of building and loan associations it might be of interest to quote some figures taken from the American Building and Loan Association News of July, 1924. Regarding building and loan association failures it has the following to say: "In the fiscal year ending June 30, 1923, there were 5 failures of building and loan associations in the United States according to the results of a recent questionnaire conducted by the American Savings, Building and Loan Institute. The aggregate loss from these failures is reported as less than \$250,000, but complete figures are not obtain-

able. The total number of associations in existence on June 30, 1923, was 10,009, with assets amounting to \$3,342,530,953. The percentage of failures among building and loan associations was therefore one twentieth of one per cent., and assuming the losses to be as stated, they amount to seven one thousands of one per cent of the total assets of all the associations."

This is a rather remarkable record and if the doctor, before investing in the shares of such a society carefully investigates into its record and reputation, particularly as to the character of the association's board of directors he should have no hesitancy whatsoever in adopting such a plan of saving.

Another method of systematic saving which is finding considerable favor among professional men is the partial payment plan for buying bonds. This plan enables the doctor to buy bonds to the extent of his estimated surplus over annual periods and pay for them out of month to month income. The obligation thus assumed encourages regularity and is a help for the professional man in building a sound financial foundation for the future with the least distraction from his work. This plan is highly commendable, but we must urge upon the doctor the necessity of thoroughly investigating the character of the house before making any commitment. Only a well-known house of unquestioned reputation and a record for dealing in conservative issues should be selected and it would be advisable to obtain the recommendations of your local banker before you make your choice of house.

The partial payment plan of bond buying is broadly the same with all organizations, i. e., general investment houses or dealers in first mortgage real estate bonds and follows along these general lines. The purchaser makes his first payment of at least 10% of



the par value of the bonds purchased and agrees to complete payment in like amounts during succeeding months. The purchaser may, of course, complete payment at any time that he desires. As a general rule, title to the bond remains with the investment house during the period of payment, which retain the bond interest and in turn allows interest on all payments from the date of receipt to the date of final payment, this rate depending upon money market conditions—thus the buyer obtains the benefit of a profitable rate of interest while his funds are accumulating. If it becomes necessary for the purchaser to discontinue his payments before they are completed, the bond toward which his payments have been applying can be sold on his order at the prevailing market price. After adjustment, if any, resulting from a change in the market price in the issue his

funds are returned to him with any interest which may have accrued.

This plan is a very practical one if the doctor will budget his income and expenses so as to arrive at a fair estimate of what his savings should be for each coming year and then contract to purchase bonds in the amount of these savings. He should not, however, overstep his possibilities and assume a load which he cannot carry nor, on the other hand, set too easy a goal. Bonds should be selected in such an amount as will serve as a stimulus for increased savings, and yet which will not make it necessary for him to be irregular in his payments or to terminate his program.

A method employed by one of my friends, a Cleveland physician, by the way, which in reality is but another form of buying bonds on the partial payment plan might

*(Concluded on page 46)*

### **Financial Terms Defined**

#### **"Business Man's Investment"—**

Bonds or stocks of intrinsically sound companies, the earnings of which are sensitive to changing business conditions and therefore must be constantly watched. Such investments are suitable only for persons in close touch with business conditions, and who are able to interpret the effect of such changes upon their holdings.

#### **"Junior Bonds"—**

Bonds which are preceded by another issue or issues in their claim against the property pledged as security therefor. In the case of foreclosure they constitute a claim against the property pledged as security only after all prior claims have been satisfied. Junior bonds may be any kind except first mortgage, e. g., second mortgage, general mortgage or debenture bonds. They are the opposite of Senior bonds.

#### **"Seasoned Securities"—**

Securities of recognized merit and of long standing, issued by corporations engaged in the production of basic staples, whose officers are skilled in operating and financial management, whose properties and net assets leave a safe equity for securities and whose earnings have been sufficiently stable to insure interest payments and dividend disbursements over a long period of time.

# Medical Ethics

Leon Willet Hyde, M.D.

Hillsboro, Oregon

*A better understanding of Medical Ethics and a more careful application of its principles would help physicians and patients. Dr. Hyde presents a timely paper.*

**W**HAT are Medical Ethics? How should I practice them?

Whose advice should be taken as to the ways and means of attaining the best ethics for practice in the art of healing?

Is there anything peculiar about Medical Ethics as compared with ethics of any other business or profession?

What can I do about it?

These are serious and important questions to every honest man who is a licensed practitioner of the art of healing. It is assumed that the answers apply to those men who are educated in the art and science of medicine, who, having taken a course of training in a high grade school of scientific medicine, have passed a state board of medical examiners and have licenses to practice.

The man without license to practice, though a well-educated physician, would have little real interest in the practical, working side of Medical Ethics. Theories are worthless to the active practitioner unless they work in the routine of professional experience.

A virile, righteous, working code of Medical Ethics, is the only kind that can point the way to the highest standard of medical practice. Such a code is possible. It can be worked out by definite formulae of righteous inferences, after all the matters entering into professional consideration, are carefully weighed.

Medical Ethics are both written and unwritten laws, rules and regulations governing the science of healing and the art of applying scientific knowledge to the welfare of brother practitioners, the public and the patient. The ethical consideration of the brother practitioner will never be found wanting in the physician who assumes that it is his duty to treat his confrere in the same way that he would like to be treated.

Regardless of any misinterpretation of conduct that may be made of your acts as a physician, you cannot go wrong in the practice of ethical treatment of others, if you are sure that you prefer to be accorded the kind of treatment you give your brethren.

In the final analysis, any man must live and associate with his own conscience. Rectitude can stem the most violent storm of protest and opposition. No compromise with right is justifiable. To let slip or stumble from such a stand, is to court disaster. The public is interested in what you do and how you do it. The people are associated politically, socially or financially with your competitor and your patient. Despite what you do, they will assume their right to advise patient or physician as to what to do in the particular case you are caring for.

The public tells patients where they can get better care, what physicians are more successful in the treatment of the particular

case in question, and which patent medicines or forms of healing are more helpful.

When a physician undertakes the care of a serious case of sickness, he necessarily challenges all of the worthless information of all society as to what he does. Applying Medical Ethics to the public, is maintaining a dignified, aggressive and firm practice of the science of healing to the injury of no one and the curing of the patient, as the first consideration.

Medical Ethics never require damage to the sick, to the end that a code may be maintained. While your hand is at the helm, the welfare of the sick is the first and strongest consideration. No honest physician ever questions this.

When in council, the particular coloring of medical and ethical views, give way to the welfare of the afflicted, the saving of a life.

Medical Ethics can be practiced with constant and sustained success by the physician who, taking all professional relationships into consideration, treats his professional contacts with the same interest he would wish for himself.

You can't be honest and blame the fee system of the other fellow when presented to you by a disgruntled patient. You don't and can't know by the second hand information, given by the patient who chooses you, the truth about the case as it was seen by the practitioner who preceded you.

Tales carried by those patients

## A Budding White Hope



(P. & A. Photo)

*The young man on the scales has markedly gained in health since his advent at a New York baby health station and the young lady from whom he has coyly turned away is also getting into the "fat baby" class.*

who are dissatisfied with the last physician they have seen, wreck more ethics than any one other consideration. It is a rank injustice from any ethical viewpoint to condemn a brother practitioner because of the prejudiced statements you receive from a patient when the doctor is no longer wanted. It is good ethics to take your competitor's business only when the patient has discharged him. To do otherwise is not only poor ethics, but poor business.

Physicians free themselves of much misrepresentation when they notify the competitor that they have his case with report of his discharge. The sponging of advice from you, and the obtaining of information about your competitor to his injury, by use of praise and flattery, is a most vicious outrage, and he who falls has committed one of the gravest breaches of ethics as well as of common sense.

To gossip with the public about your own or other's patients, is to court breeches of ethics. In such matters, he is well armed, who knows how to talk and say less and commit himself in no way. The requirements of practice demand well trained minds, the application of established truth and the knowledge of general and community interests. He who gathers all of the information he can secure and then does as he would be done by, solves the fundamentals of Medical Ethics. He can practice a safe code.

Advice as to how to practice the ethics of the profession is as free and frequent as the rain that falls or the sun that shines. It is so thoroughly written up, that it is hard to clear the atmosphere for a working formula. Many ethical pronouncements are tinged with prejudice. Take the best that is written on the subject or discussed

among medical men and use it for your comfort or condemnation; take a rapid mental flight to the fundamental motto of all ethics—"Do as you would be done by."

There are peculiar phases which enter into Medical Ethics. When people want a physician, they are gravely serious about it and concerned. When his professional services are completed, and he discharges himself from the case, the tendency of the patient is to be through with him, or if unpaid for service, regret that they are not.

Exceptions prove the rule. No physician, in justice to the sick, can charge all people alike. The relationships of physicians and patient are the most intimate and sacred of human contacts. It must follow that the ethical working of a medical code is most peculiar in comparison with the ordinary codes of business. It calls for the highest types of manhood and the keenest sense of rectitude. Envy, hatred, greed and malice are as foreign to a righteous medical code as righteousness is foreign to damnation.

Blind men who felt of an elephant, described the animal as like the trunk of a tree, like a fan, like a rope, according to the part of the animal to which they applied their hands. The reference is suggestive of the practice of those physicians who see through eyes of prejudice. The best in Medical Ethics is only obtainable by the practice of the Golden Rule. Wise is the physician who tacks onto this rule, all the information he can procure in solving his ethical problems. Equally wise is he who cuts off from it, all that clouds the issue. Generally speaking, medical men, by training and by nature, are kindly and real up-lifters of humanity. Proper Medical Ethics will work the solution of their most difficult problems.

"I'm sorry to hear of your husband's death. Did he leave you much?"

"Nearly every night."

Nurse: "Yes, Johnny, the doctor brought twins."

Johnny: "Gee, that's what we get for having a specialist."

## *"Doctor's Dream"*

Last evening I was talking  
With a doctor aged and gray,  
Who told me of a dream he had,  
I think 'twas Christmas day.  
While snoozing in his office  
A vision came to view;  
He saw an angel enter  
Dressed in garments white and new.  
Said the angel, "I'm from heaven;  
The Lord just sent me down  
To bring you up to glory  
And put on your golden crown;  
You've been a friend to everyone  
And worked hard night and day;  
You have doctored many thousands  
And from few received your pay;  
So we want you up in glory,  
For you have labored hard,  
And the good Lord is preparing  
Your eternal, just reward."

Then the angel and the doctor  
Started up toward Glory's gate  
And when passing close to hades  
The angel murmured, "Wait,"  
I've got a place to show you,  
It's the hottest place in hell;  
Where the ones who never pay you  
In torment always dwell."  
And behold, the doctor saw there  
His old patients by the score  
And grabbed up a chair and fan,  
And wished for nothing more;  
But was bound to stay and watch them  
As they sizzle, singe and burn,  
And his eyes would rest on debtors  
Whichever way they'd turn.  
Said the angel, "Come on, doctor,  
There's the pearly gates to see,"  
But the doctor only murmured,  
"This is heaven enough for me."

—ROBERT FREDERICK CLINE, M. D.

# The Family Physician

Ward Ostrom, M.D.

Mexico, Juniata County, Penn.

*A beautiful word picture of that beautiful character who rides through sunshine and shadow, over hill and dale in all weather, carrying to the weary sufferer relief from pain and the promise of restoration to health. He is the one man who by the sacrifice of comfort, pleasure and often eventually of life, acts as an angel of humanity. May his tribe increase.*

**A** MAN, whose mission in life it is to see humanity only at its worst; to whom people come only when in distress—a man, familiar with the sordid, loathsome elements of life; whose daily companions are disease and death; who, when all the cards are stacked against him, has courage to smile and fight bravely on; whose greatest successes are never known; whose trivial failure are on every gossip's tongue; who respects our confidences and understands our weaknesses; who, next to God in Heaven, is the greatest comfort in those moments of extremest sorrow, and who is discarded with as little ceremony as a worn out shoe, when, because of his wisdom and loving kindness, the danger is past. A man who is never paid according to his service and oftentimes, though that service has been great, is never paid at all.

So, down through the years he goes, like St. Patrick, driving be-

fore him the snakes of disease; like Pan, followed in confidence absolute by the children, who in pain have known the sweetness of his kindly smile. Like unto that Great Physician—"a man of sorrows, and acquainted with grief," wending his weary way through the Valley of Shadows, but seldom reaching the mountain peaks of contentment and peace. Accredited with wealth, but generally poor, finding his reward in placing in the arms of a mother her first new-born child. In serving as no other man can serve; in being loved as no other man is loved; of laying down his tools at last, feeling that he has filled his little niche, done his small share to make this world a better and a happier place in which to live and a safer place in which to die.

All this and more—ininitely more—is or at least was the family doctor, who before the onward march of that very science he himself created, is passing out.

## Hedging

A doctor who was making a call on one of his patients, a widow, said: "You are slightly morbid, my dear lady. You should look about and marry again."

"Oh, doctor, is—this a proposal?"

"Allow me to remind you, madam, that a doctor prescribes medicine—but he doesn't take it."

—Pickup.

## As a Man "Roped"

"There is nothing," says Mr. Butler, "that causes so much annoyance as debt, no matter how acquired. When you go into debt you tie a rope around your ankle and hand the end of the rope to another fellow, and whenever he wants to give the rope a jerk he can spill you on your face, and he knows it!"



*A Nestlé's Milk  
Food Baby*

**A Safe Food For Baby—**

## **Nestlé's Milk Food**

***A Full Size Package will be Mailed to  
any Physician using this Coupon***

Nestlé's Food Co.,  
Nestlé Bldg., New York.

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Gentlemen:

You may send me, without charge, a full size package  
of Nestlé's Milk Food for a thorough clinical trial.

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Druggist .....



## Editorials—Ja

### Protection Against Jug

**J**OHN BLANK, a working man with four children, who has always had his hands full in supporting his family, was knocked down by an automobile, driven by an ignorant foreigner and suffered a fracture of the femur and three ribs. He was carried home and attended by Dr. A.

The driver of the car was arrested and sentenced to ten days for reckless driving.

Blank was out of work nearly ten weeks as a result of the accident. His pay stopped and, had it not been for kindly neighbors, the family would have found itself in dire straits.

Dr. A sent a bill for \$160.00, a very moderate charge, considering the work he was called upon to perform.

Blank engaged a lawyer to sue the driver of the car, and then it was ascertained that the foreigner's financial responsibility was nil. He was not possessed of a copper and his car was not worth the cost of the splint used on Blank's broken leg.

What was the result?

Blank is out ten weeks' pay and his suffering was the more acute because he knew his children often times had only what neighbors could give them to eat.

Dr. A. is minus \$160.00, which he honestly earned. He realized that Blank would be a lifetime in paying such an amount and has charged it off.

The ignorant foreigner is scuttling around the country in his worthless but death-dealing old car, as blithesome as a rose.

What is the answer?

A compulsory liability policy for every car and *also* for every operator of every car, whether owner, wife, son, daughter, relative, friend or hired chauffeur.

Every state should pass rigid laws compelling every automobile to carry at least \$5,000 in liability insurance, and it should compel every person who has a license to drive a car to carry a similar policy.

## st Juggernauts and Others

If this were carried out, Blank would have been fully compensated for his lost time and for his suffering, if money can act as a balm for pain. His family would not have suffered from hunger and the \$160 would have been in Dr. A's bank account instead of on his books, with the letters N. G. attached.

The argument is raised that such a tax would work a hardship on automobile owners. Perchance, but how about the unfortunate victims? Is there any hardship to the individual who is injured or killed by the juggernauts that infest our streets?

Let the *New York World* take up the story. It treats it under the editorial title:

### "SOCIETY'S CRIMINAL INDIFFERENCE

"Twenty-two thousand people killed and 678,000 injured in railroad accidents last year!"

"Such an announcement would shock the Nation and compel drastic action to stop such a monstrous wreckage.

"Twenty-two thousand people killed and 678,000 injured in mine accidents last year!"

"A report of that sort would set Congress to grinding away with feverish anger to enact protective measures to end the slaughtering and the crippling of the people.

"But after all, it is not so bad as all that—merely 22,000 people killed and 678,000 injured in automobile accidents last year—and that is different!"

"The most puzzling thing about the figures and the public's complacency concerning them is the national psychology which takes no real, honest interest in this appalling loss.

"Drunkards, dope fiends, morons and children, criminals and the unlicensed, and the inexperienced, take the steering wheel and speed down the crowded streets of cities and over the country roads—and society permits it.

"Organized society is responsible for these 22,000 deaths and these 678,000 injuries—and organized society can end it if it will.

"What are the mental processes of organized society on the subject—or are there any?"

Let us, as medical men who see untold suffering as a result of the evils of reckless driving take up this matter. Our economic interest is very minor to our altruistic interest. It is a duty we owe to humanity, to which we are ever giving service, that we aid in placing on the statute books laws that will protect the people against those who are murdering thousands of innocent people and getting away with it.

Let us do this through the organized channels of our County and State Medical Associations.

*We can get Action!*

## Synthetically Speaking



*Experiments in which persons supplied with an artificial larynx have been enabled to speak well enough to make themselves understood have been conducted by Dr. J. E. MacKenty of New York and demonstrated before the Baltimore Medical Society. Cancer patients whose vocal apparatus had been removed have been enabled to breathe through holes in the neck. Air from the lungs is passed through the rubber tube to an artificial larynx, where vibrations set up are carried into the mouth and there modulated to make speech sounds.*

P. & A. Photos



## Like the human foot— has a flexible arch

Cantilever Shoes have the flexible shank which allows the foot free action and supreme comfort. No strip of rigid metal lies concealed in the arch of these shoes as in all ordinary shoes.

When you lace a Cantilever Shoe, the flexible shank is drawn up snugly under the arch of your foot, giving restful support. The arch muscles are free to maintain—or regain—their natural strength by the mere act of exercise. Thus are weak or fallen arches—and other ills—avoided or corrected.

In addition, Cantilever Shoes have further characteristics which make them more comfortable and more efficient than ordinary shoes. A natural sole line. Room for the toes without crowding. Good heels, rightly placed. An extensive range of widths and lengths to insure perfect fit.

And they have a grace of contour and the unmistakable "quality look" which harmonizes with the most distinguished apparel. Prices are reasonable.

***There is a Cantilever Shoe Shop in Nearly  
Every City***

***Send for booklet, "Understand the Understanding," written especially for physicians***

MORSE & BURT CO.,  
412 Willoughby Ave.,  
Brooklyn, N. Y.

Send me booklet, "Understand the Understanding."

.....M. D.

.....St.

.....1924

.....City .....State

# Starting a Small Town Medical Credit Bureau

J. B. H. Waring, M.D.

Blanchester, Ohio

*Here is a proposal made to the physicians of one Ohio town. Why will it not work out in every part of the country?*

**D**EAR Doctor:  
How about your collections? How about those Slow Pays, Poor Pays and Beat-You-if-They-Cans?

Are you getting payment for all the professional work you do for people well able to pay for your services; or are you losing a little bit right along; money that you could use, just as well as the next one?

These people get in on me a little bit now and then; take up my time from people who pay for services rendered, and otherwise waste a doctor's most valuable commodity—his Time. I am confident they do the same to you.

They run up a little bill on you—then they quit with you and go to the next doctor, and so on down the line. In other words, these people will not employ you any more when they know they owe you; but they will knock you to others, and avoid you on the street. Is this not true?

We all have the same experiences, more or less. Some doctors are better collectors than others; some doctors are "easy" and others get the reputation of wanting their money. This latter type of doctor has less trouble than the "easy" doctor. Likewise these people

think more of the doctor who wants his money when due for professional services. The most successful doctors are usually good business men, and therefore good collectors.

It is not the amount of practice you do that counts—not the amount of money owing you on the books; but the amount of cash you collect for your services, that determines whether your practice is really succeeding as you want it to do, or not.

Monthly statements to all debtors will cut off a lot of loss; but still these slow pays, poor pays and dead beats will nick any and all of us professional men, unless we protect ourselves against them.

Are you willing to make money for yourself, as well as for the rest of the professional men in town, if it costs you nothing except a few moments of your time? This is purely a business proposition for mutual benefit—no strings, no dues, nothing complicated. It will cost you nothing; it will save you hard-earned money.

Simply sit down and write off the names of your slow pays, your poor pays, won't-pays-if-they-can-bluff-you-out, and dead beats.

Thus—John H. Jones, R. F. D. 6,

(Concluded on page 30)

---

The well known diuretic, cardiac tonic and vaso-dilator

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## DIURETIN TABLETS

8 GRAINS EACH

Literature and samples from E. BILHUBER, Inc., 25 West Broadway, NEW YORK

# Why No Alkali

## No Soap—No Chalk—No Magnesia

Pepsodent is mildly acid, to comply with requirements of modern authorities.

Mild acid increases the flow and fluidity of the saliva, to better wash the teeth.

It increases the alkalinity of the saliva, to better neutralize mouth acids.

It increases the ptyalin in the saliva, to better digest starch deposits.

It acts to curdle fresh mucin plaque, and to disintegrate it at any stage of formation.

Anything alkaline has just the opposite effect. It sacrifices these desirable results for a momentary alkalinity.

### How fruit protects

Eating a mildly acid fruit multiplies the salivary flow. It multiplies the alkaline index and the ptyalin index of the saliva.

People whose diet consists largely of fruit are notably less subject to caries. Some, like the Sicilians, are almost immune.

That fact led to research by very high authorities. And that research developed the principles on which Pepsodent is based. This tooth paste, in a degree, brings effects like fruit.

### Eight years of tests

Pepsodent has for 8 years been subjected to the most exhaustive tests. All its unique benefits have been proved beyond question.

If you are not familiar with these tests and their deductions, please ask for our literature. For your own sake and for others, you should know the whole truth about Pepsodent. Please send coupon.

**Pepsodent** PAT. OFF.  
REG. U.S.  
*The Modern Dentifrice*

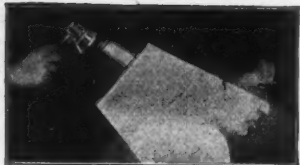
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Please send me, free of charge, one regular 50c size tube of Pepsodent, with literature and formula.

Name .....

Address .....

Enclose card or letterhead



## THERMOLITE for SPRAINS

Nothing relieves the pain or inflammation of a sprain or restores normal circulation to the affected part as quickly as a prompt application of Radiant Light and Heat.

Thermolite Rays are parallel and have maximum penetration with minimum current consumption enabling them to reach deep-seated congestion. There is no focal spot to burn or blister. Tissue repair is prompt and progressive.

### Thermolite Radiant Light and Heat Applicator

is scientifically designed, well made and beautifully finished. Used in Government and other hospitals and in private practice for treating



Colds  
Eczema  
Erysipelas  
Female Complaints  
Lumbago  
Neuritis  
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Sprains  
and many other ills.

Why not try Thermolite on some obstinate case? Use coupon below. Genuine Thermolites are branded. Look for the name on top of applicator. It is your guarantee of satisfaction.

H. G. McFaddin & Co.,  
42 Warren St., N. Y.  
Makers of Lighting  
Devices for 30 Years.

Send items checked C. O. D. If returned after 10-day trial money will be refunded.

- ( ) No. 0645 Applicator (8" diam.)  
without stand ..... \$10.00  
( ) No. 0645 Applicator (8" diam.)  
with stand ..... 15.00  
( ) No. 0670 Applicator (12" diam.)  
with stand ..... 30.00  
( ) SEND FREE LITERATURE.

Name .....

Address .....

(Concluded from page 28)

Blanchester, Ohio, S. P., W. P., D. B.—whichever designation applies. Mail them to the undersigned. I will list them, and in turn furnish every professional man in town a confidential list of these names in our mutual records; help me to keep this up to date with fresh names from time to time, and twice a year without a cent of cost to you, I will furnish you a list of names on the records. A little notice in the local paper that the local doctors and dentists have organized a Medical Credit Bureau will do the rest. A majority of the professional men in town are in favor; make it 100% effective by your co-operation. DO IT NOW. Sit right down and write off your list of names; mail to me. I will do the rest.

United, we save ourselves loss; going it alone, we all lose.

Fraternally yours,  
J. B. H. WARING.

### The Good Physician

In his journal Thoreau said, "A friend advises by his whole behavior, and never condescends to particulars."

Rev. Willard L. Sperry says that is supremely true of Jesus, because He, too, seldom descended to particulars, but advised by His whole behavior.

"It may well be," says Dr. Sperry, "that Jesus chose to live a life of voluntary poverty and a life apart from schools and churches, because that was the only way He could make perfectly clear His central purpose, which was not to give alms, not to give advice or instruction, but to give Himself."

Any good physician, according to Dr. Sperry, knows the difference between giving a prescription and instruction to a nurse and giving himself to the patient. He knows the difference between leaving a sick-room with the chill knowledge that all he has given is advice, and the deeper knowledge that strength and power have gone from him.





## HANDS

washed dozens of  
times every day—

*Yet smooth and  
soft always!*

Most of all, physicians appreciate the unusual mildness and great cleansing power of Reuter's soap. Many have written to tell us that the "Reuter habit" has saved their hands from the irritation and roughness usually caused by constant washing with ordinary soap. Doctors who must wash their hands after each examination should be careful to select a soap that will not rob the skin of its natural oils or irritate the tissue after constant use.

Whereas soaps with an oil base [such as castile] release a good deal of free alkali in solution, Reuter's Soap with its base of purest, edible beef suet does not give off the slightest trace of this irritant. It is interesting to note that in a recent investigation of 7 well known soaps [including the best grade of imported castile] a prominent chemical laboratory reported Reuter's to be the only soap non-irritating to tender skin tissue during a period of 7 days!

Reuter's rich creamy lather helps your skin *preserve its natural oils*. You need never fear "chapped skin" no matter how frequently you wash with Reuter's soap. A trial will convince you.

# Reuter's Soap

Made and Guaranteed by  
**REUTER-BARRY, Inc.**  
26-28 Beaver St., N. Y.

Send for a resume of the  
chemist's report. Every  
physician should have  
one. A full sized trial  
cake goes with it on  
request.

REUTER-BARRY, Inc., 26-28 Beaver St., N. Y.

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Address \_\_\_\_\_

## Financial Department

*The purpose of this column is to provide the physician-investor with reliable investment information and to help him in choosing sound securities that meet his requirements. Each month we will review briefly the financial situation and outlook and answer several questions of general interest on investment.*

THE re-election of President Coolidge, together with a Congress more heavily committed to sound legislative policies, has had a tremendously reassuring influence on all phases of business. A spirit of confidence prevails and the natural result has been a quickening of trade and industry. Production in the basic industries is in progressively increasing volumes and this is particularly true of the fundamental iron and steel industry. Week by week the records of industrial activity show that factories are employing more workers. The various financial services that seek to portray the general course of business are all optimistic in their forecasts and the various trade reviews almost uniformly report progress in their respective fields.

The most emphatic response, as usual, to the changing aspect of the business situation, was given by the stock market in which trading broke all records during the last two months of 1924. Nothing like the volume of stock market business was ever before developed in the same length of time during the post-election rise of a Presidential year. Of course, such activity of itself is not prosperity, but when it is considered that the stocks represent ownership in the country's leading industries, and that the buying is from all parts of the country, it is significant of the general confidence in better times. Numerous warnings are

being sounded against the danger of inflated prices and of course there always is danger that such movements will go too far and that due discrimination will not be exercised between stocks of uncertain value and those that have been unduly depressed.

The most notable feature of the movement, however, has not been in the great extent of the rise but the breadth of the market, that is, the number of issues that have participated. This would indicate

that the cause is a general one, believed to affect the entire business situation. The railroad stocks have led the movement, for the railroads have been in an uncertain position for years and were the particular objective of the La-Follette campaign.

The rise of these stocks signifies a belief that the roads will have fair treatment, at least during the next two years.

Regarding the future outlook for security prices the consensus of opinion of the various financial commentators seems to boil down to a bearish position on railroad and public utility stocks, with, however, a continuance of confidence in the outlook for industrial stocks as a group. As was indicated in this department last month, the market for long term bonds has turned definitely downward. For those having funds available for investment at the present time we continue to advise the purchase of high grade, short term, readily marketable securities.

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*Upon request, information concerning investments will be furnished to readers of MEDICAL ECONOMICS. We will not answer questions regarding purely speculative issues. Address all inquiries enclosing a stamped envelope to the Financial Editor, MEDICAL ECONOMICS, 256 Broadway, New York, N. Y.*

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## Financial Questions and Answers

### Diversification Needed.

**QUESTION:** I desire your advice on the following bonds: \$1,000 Northern Pacifics 4s, 1997; \$1,000 G. L. Miller & Co., New York, 7 per cent. bond; \$1,000 Chicago, Rock Island and Pacific Railway refunding 4s, 1934; \$1,000 Sinclair Oil 1st lien 6½s, 1938; \$1,000 Duquesne Light 1st 5½s, 1949; \$1,000 Barnsdall Corporation, S. F. 8s, 1931, and \$1,000 Metropolitan Edison 1st & Ref. 5s, 1953. Next February I shall have \$3,000 for investment. I am very anxious to have security of principal and in making past investments I have always sought advice but generally of those who sell bonds. I should like your advice in reference to the above bonds and as a guide for future investments. I cannot afford to take any chances.

H. L. P.

**ANSWER:** Your present in-

vestments seem to us good ones, although the Sinclair Oil and Barnsdall Oil bonds are somewhat speculative. In adding to this list, we would suggest, in order to get better diversification of your investments, that you give consideration to such high grade public utility issues as the Pacific Gas & Electric 1st & Ref. 6s, 1941, and West Penn Power Co. 1st 5s, 1946.

### Bonds Yielding 6½ Per Cent.

**QUESTION:** Will you be good enough to recommend some attractive bonds yielding around 6½ per cent. for the investment of \$3,000.

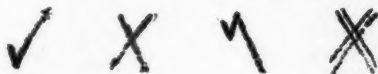
C. P. D.

**ANSWER:** High grade bonds, of course, cannot be found today to yield 6½ per cent. However, our choice of attractive bonds today to yield about 6½ per cent. would be: St. Louis, San Fran-

(Concluded on next page)



## Four Tests of a Good Bond



Through the Four Distinguishing Marks of Miller First Mortgage Bonds, the investor can apply to real estate bonds the same test he applies to other securities for Safety, Validity, Character of Security and Interest Rate. Send for booklet B-4501.

**G. L. MILLER & CO.**

INCORPORATED

30 East 42nd Street, New York

**No Investor Ever Lost a Dollar in Miller Bonds**

## Light and Heat Therapy



**STEIN-LITE**  
MADE IN U. S. PAT. OFFICE

in indicated and effectively employed in the following pathological conditions:

Rheumatism	Dermatoses
Neuritis	Mastitis
Sciatica	Phlebitis
Myalgia	Abscesses and Boils

Send for Free Book  
 "Therapeutics of Radiant Light and Heat"

Name.....

Address.....

Dealer.....

J. SKLAR MANUFACTURING CO.  
 133-143 Floyd St., Brooklyn, N. Y.

## Financial Questions and Answers

(Concluded from page 32)

cisco Prior Lien 4s, 1950, at 71; Ohio Public Service 1st & Ref. 7s, 1952, at 107; Argentine Government 6s, 1957, at 95.

### An Attractive List.

**QUESTION:** I am very much interested in your column and as I am now saving about \$150 per month, I should like some advice. As my savings up to the present amount to but \$8,000, you will realize that I am not in a position to take much risk. Will you kindly submit a list of suitable investments. From whom may I obtain bonds recommended by you.

F. S. P.

**ANSWER:** For the investment of \$8,000 in high grade securities, we would suggest selection from the following: Pennsylvania Railroad Gen. Mtge. 5s, 1968; Union Pacific 1st Lien & Ref. 5s, 2008; American Telephone & Telegraph Co. Collateral Trust 5s, 1946; Brooklyn Union Gas 1st & Cons. 5s, 1945; Commonwealth Edison 1st 5s, 1943; Liggett & Myers 5s, 1951; Niagara Falls Power Co. 1st 5s, 1932; Bell Telephone of Pennsylvania 1st & Ref. 5s, 1948; United Kingdom of Great Britain and Ireland 5½s, 1937; Duquesne Light 1st 5½s, 1949. These bonds are all listed on the New York Stock Exchange where they are traded in more or less actively. They could be purchased through any bank or investment house.

### His First Patient

"So you had your first patient this morning, eh?" said the old doctor. "What was the diagnosis?"

"I didn't make any," replied the young physician.

"Didn't make a diagnosis? Didn't you feel her pulse?"

"She wore a wrist watch and I couldn't get at it."

"But you looked at her tongue?"

"No, she was using it."

What "L & F" means  
on pharmaceuticals



## PURITY

NOTHING is more essential than confidence in the absolute purity of the medicines you prescribe. That confidence every physician has when he specifies "L & F."

Behind every pharmaceutical bearing our label stands the reputation which has been built up by 50 years of service to the medical profession. In purity, accuracy and strength, all "L & F" pharmaceuticals meet, in the highest degree, the requirements of U. S. P. and N. F. standards.

\* \* \*

ARE you receiving regularly our quarterly publication, "Notes on New Remedies and Medical Progress?"

### A Lehn & Fink Product

"P-O-4," L & F—A new departure in alkaline therapy. Prepared as suggested by Harriman Research Laboratory, New York. Used as a local antacid in place of sodium bicarbonate. Does not produce systematic alkalization.

Samples on request

**LEHN & FINK, INC.**  
635 Greenwich Street, New York

## Current Literature for Investors

*The booklets listed below contain investment information relating to bonds. Check the booklet or booklets desired and send page to Financial Department, "Medical Economics."*

**Mighty Servants of Civilization.** The growth of public utilities has had an important and intimate bearing on our economic development. This illustrated brochure presents some highly interesting reading for those interested in power and light, gas, water and telephone and telegraph companies.

\* \* \*

**The Story of the Straus Plan.** The natural desire of the public for information as to the organization and functioning of one of the oldest real estate mortgage houses in the country is the basis for presenting this booklet. The mortgage, margin of safety, amortization and other safeguards surrounding the bonds of this house are fully described in this interesting booklet.

\* \* \*

**Public Utility Securities.** The securities of sound, well-managed public utility companies are becoming more popular every year as investment for both large and small savings. There is excellent reason for this growing favor and the doctor will find in this booklet the reason why such securities are good investments.

\* \* \*

**Nation-Wide Investments Offering Safety and 7%.** Is the title of a booklet issued by a nationally known real estate mortgage house which describes in detail some of its January offerings secured on property in many states, including New York, Pennsylvania, Michigan, Texas, Georgia, Florida, etc.

\* \* \*

**The Prudence Partial Payment Plan.** This booklet is offered to meet the demand for a safe, sure way to financial independence on the part of those who have been

interested in acquiring a competence, but who have lacked the necessary stimulus of an easy, systematic plan of regular investing.

\* \* \*

**Essentials of a Sound Investment Policy.** Failure to differentiate between the objectives of investment and speculation sometimes leads investors into difficulties. This booklet offers some sound counsel to prospective investors and aims to point out the elements which distinguish investment from speculation.

\* \* \*

**Eight Ways to Test the Safety of Every Investment.** There have been compiled in this booklet a series of simple but very practical tests to be applied by the bond buyer to every investment. Use of these tests will enable you to obtain certain definite, exact facts on which to base your judgment of a bond.

\* \* \*

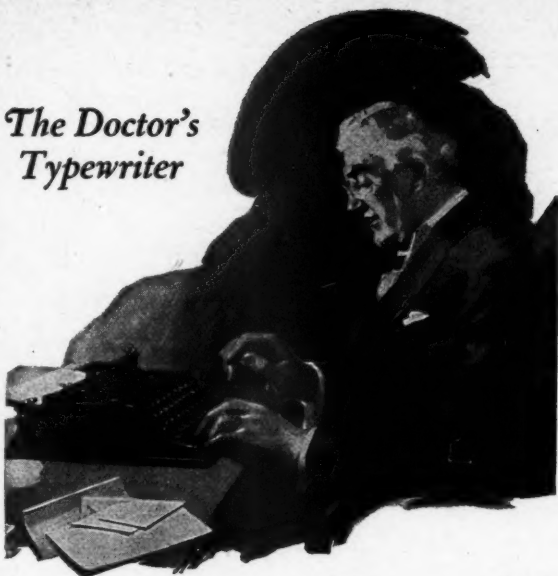
**How to Judge Southern Mortgage Bonds.** Within the last twenty years a remarkable industrial expansion has taken place in the South. To carry on this program of expansion capital must be provided and because the South has not yet accumulated an adequate surplus of her own, she must turn to the other more fully developed regions to supply the necessary money. This booklet gives some of the reasons why investments in the South pay such a liberal interest rate.

\* \* \*

**Investors' Guide.** A booklet describing what first mortgage real estate bonds are. To those interested in this class of investment

*(Concluded on page 38)*

## *The Doctor's Typewriter*



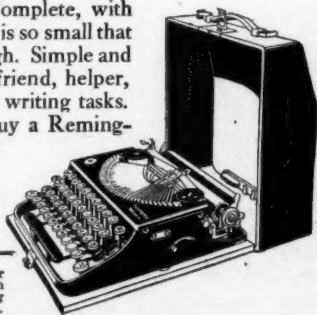
# Remington Portable

*Equipped with keyboard containing the special  
symbols used by the medical profession*

This is the machine for every doctor who needs a typewriter for personal use. Complete, with every big machine convenience, it is so small that it fits in a case only four inches high. Simple and easy to operate, it is the doctor's friend, helper, and time-saver in all of his many writing tasks.

Take any user's advice and buy a Remington Portable—the recognized leader—in sales and popularity.

Sold by over 5,000 dealers and Remington branches everywhere. Easy payment terms if desired.



Sign and mail this coupon and we will send you our illustrated "First Aid for the Busy Doctor," which tells you all about the many time and labor saving uses for the Remington Portable in a doctor's office.

---

Address Department 138

Remington Typewriter Company, 374 Broadway, New York



## Intestinal Stasis

as Lane has shown, is responsible for more diseases than any other one cause. Unfortunately, its correction presents many difficulties.

In AGAROL COMP., however, the practitioner has at his command, a unique combination of mineral oil, agar-agar and phenolphthalein, that not only will produce thorough elimination from the bowel without nausea, griping or distress but also, when systematically employed, will restore the muscular tone and functional activity of the intestinal canal.

A constantly increasing number of medical men, therefore, are employing Agarol Comp. in the treatment of intestinal stasis, for they have found that its systematic use for a reasonable period means the permanent restoration of bowel function, after which it may be discontinued with the gratifying certainty that regular evacuations will follow without further assistance.

AGAROL is the original Mineral Oil—Agar-Agar Emulsion, and has these special advantages: Perfectly homogenized and stable; pleasant taste without artificial flavoring; freedom from sugar, alkalies and alcohol; no contraindications; no oil leakage; no griping or pain; no nausea or gastric disturbances—Not habit forming.

A generous supply for thoroughly testing Agarol Comp. will be sent on request.

WM. R. WARNER & CO., Inc.  
Manufacturing Pharmacutists since 1856

113-123 West 18th Street,  
New York City

## Current Literature for Investors

(Concluded from page 36)

this booklet will prove a helpful guide in the choice of such securities.

\* \* \*

**The Secret of Financial Success.** The first problem of any man aspiring to financial success is to devise some means of accumulating capital. The key to this for most of us is through some plan of systematic saving—after that we are ready to practice the second basic principal of financial success: Investing. This booklet will prove highly interesting to those interested in laying the foundation for future financial independence.

\* \* \*

**Investment Suggestions for January** of a nationally known house is a list including municipal, railroad, public utility, industrial and foreign bonds, preferred and guaranteed stocks.

\* \* \*

**How We Aid Investors** is the title of a pamphlet issued by an old established investment and commission house. In it are outlined several of the principal services available to its customers through specialized departments in each of its offices.

## Longfellow on the Links

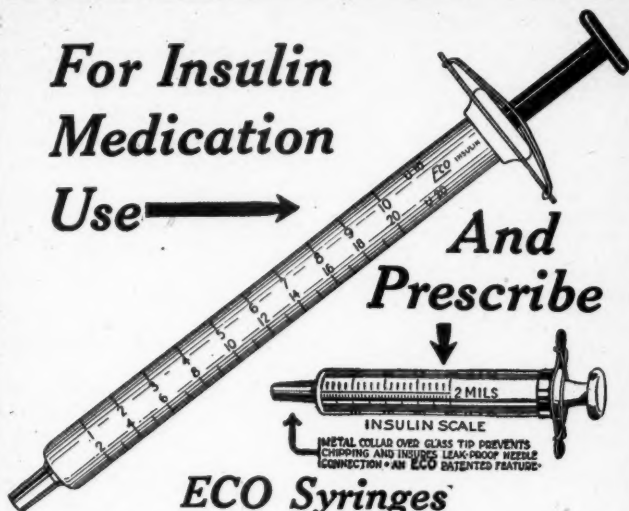
I drove a golf-ball into the air,  
It fell to earth, I knew not where,  
For I alas, was short of sight  
And couldn't follow it in its flight.  
I kicked my caddie into the air,  
He fell to earth, I know not where,  
For I deemed it a thing exceedingly vile,  
That inferior caddie's superior smile.  
Soon, soon after, I found the ball,  
It had hardly budged from the tee at all;  
And the caddie was standing sardonically grim—  
I had kicked my opponent instead of him.

—Boston Transcript.

**For Insulin  
Medication**

**Use** →

**And  
Prescribe**



### **ECO Syringes**

To our ECO Professional Insulin Syringe we have added the ECO Patient's Insulin Syringe. We make the following introductory offer:

1 ECO Professional Syringe (Tuberculin Type).....	\$2.00
1 ECO Patient's Syringe .....	1.35
1 Dozen ECO Needles for above in patent Sterile containers .....	1.75

#### **SPECIAL OFFER**

**\$5.10**

If your dealer cannot supply ECO Insulin Syringes we will send the above deal upon receipt of this coupon

**\$4.25**

#### **This Coupon Is for Your Convenience**

Send me today 1 ECO Professional Syringe, 1 ECO Patient's Syringe and 1 dozen ECO Needles in patent Sterile Containers at special price of \$4.25 total.

Name .....

Address .....

Check Enclosed.....Send Parcels Post C. O. D.....

Send and Bill to.....

(Dealer's Name and Address)

**EISELE & CO.**

**Nashville, Tenn.**

## This Month's Free Literature

The brief paragraphs on this page are designed to keep busy physicians informed about useful literature and samples offered by manufacturers of instruments, appliances and pharmaceutical products. Our readers are requested to mention "Medical Economics" when writing the manufacturer for this literature.

Five beautifully printed and illustrated brochures have been published by the WILMOT CASTLE CO. Each covers a specific problem in sterilizations encountered by physicians and hospitals. Titles are:

*Washing and Sterilization of Surgical Instrument.*

*Suggestions for Washing and Sterilizing Utensils.*

*Suggestions for Dressing Sterilization.*

*Suggestions for Sterilization of Water.*

*Suggestions for Washing and Sterilizing Rubber Gloves.*

Physicians desiring individual copies or the complete set of five may obtain them on request from the WILMOT CASTLE CO., Rochester, N. Y.

\* \* \*

Physicians prescribing diets for diabetic patients will be interested in a very attractive sampler containing 9 boxes of the following Lister Diabetic products: Lister's Diabetic Flour, Lister's Low Calory Flour, Lister's Starchless Macaroni, Lister's Jelly Powder, Lister's Saccharin Tablets, Lister's Starch-Free Bran, Lister's Diabetic Soup Powder, Lister's Sugarless Candy and Lister's Sugarless Sweetener.

\* \* \*

The story of the Cook Syringe and the "Carpule" System of hypodermic medication is told in a 24-page booklet issued by COOK LABORATORIES, INC., 536 Lake Shore Drive, Chicago, Ill. It contains a number of illustrations and the complete price list of the various preparations obtainable for Carpule Medication. Copies on request.

\* \* \*

Four leaflets have been pub-

lished by the DRUG PRODUCTS CO., Long Island City, N. Y. They are: (1) "Diabetes Mellitus," a reprint from Medical Life, of a case report by W. B. Burns, M.D., Dorchester, Mass.; (2) "Acute Lobar Pneumonia," a reprint from Medical Times of a case report by Cornelius A. Denehy, M.D.; (3) "Forma-Chloride," a reprint of a paper read before the Research Society of American Red Cross by James Taft Pilcher, M.D.; (4) "Acute Indigestion," a description of treatment by Gastro-Enteric Homostimulation effected by Administration of Active Hormonic Substance of Desiccated Whole Stomach-Duodenum-Pancreas with Certain Proportion of Cell Tissue. Copies of any or all of these leaflets will be sent to physicians on request.

\* \* \*

Volume 2, No. 4 edition, of the "Clinicist" is devoted to the subject of Goiter. It contains a bibliography giving a list of important articles recently appearing in leading Medical Journals on the subject of Goiter, diagnostic hints relative to the treatment of Goiter and a number of clinical reports. Copies will be sent to physicians on request to THE CLINICIST, 79 Barrow St., New York, N. Y.

\* \* \*

THE PURE GLUTEN FOOD COMPANY, 90 West Broadway, N. Y. C., is sending to physicians on request a reprint from a recent article in the *American Medicine* entitled "A Noteworthy Advance in the Dietetic Management and Control of Diabetes—New Hope for the Diabetic Patient."

\* \* \*

A comprehensive book of 100 pages has been published by PAR-

(Continued on page 42)



A Compound Containing the Bile Salts,  
Sodium Glycocholate, Sodium Tauro-  
cholate with Cascara Sagrada and  
Phenolphthalein

for  
Hepatic Insufficiency, Habitual  
Constipation and Gall Stones

**Taurocol Compound Tablets**  
(TOROCOL)

With Digestive Ferments  
and Nux Vomica

A remedy for all forms of Dyspepsia  
and Disorders of the Liver and Bile Tract

Manufactured Exclusively for  
Physicians, Prescriptions  
and Dispensing

**THE PAUL PLESSNER CO.**  
DETROIT, MICH.

## Phosphorcin

### "The Proven Tonic"

Physicians have found that Phosphorcin, a glycerophosphate, containing nux and pepsin, produces really remarkable results in all conditions calling for improved nutrition, nerve tone and the stimulation of weakened organs.

Phosphorcin is exceptionally assimilable; because the vehicle, upon which success in "Phosphoric Medication" depends, contains neither sugar nor alcohol.

The dose is two teaspoonfuls in water after food.

*Sample on Request.*

**EIMER & AMEND**

Third Avenue and 18th Street, New York

## It Is Frequently Necessary—

to bring about immediate reduction of high blood pressure simultaneous with seeking the cause. For this purpose

## NATRICO—Pulvoids No. 373

are being constantly used by over 5,000 physicians with notable effect.

Natrico Pulvoids are based on the formula of Sir Lauder Brunton to effect Vaso-Dilation with addition of Cardiants suggested by Dr. M. C. Thrush as a result of therapeutic research and clinical demonstration.

***A coupon for convenience of Interested Physicians***

**To Drug Products Co., Long Island City, N. Y.**

Enclosed find \$1.00 for trial order of 200 Natrico Pulvoid No. 373. It is understood that this is a special introductory price for one time only. Regular price \$.75 per 100.

Name .....

Address .....

## Rapid and Safe

Relief from Pain, Reduction of Temperature, Elimination of Irritant or Toxic acid Waste is brought about by

## Atoquinol "Ciba"

(Allyl-phenylcinchoninester)

Of inestimable therapeutic efficiency in—

LUMBAGO,  
NEURALGIA, SCIATICA,  
Articular Rheumatism,  
Muscular Rheumatism,  
Arthritic Neuroses  
and Dermatoses and

### GOUT

Does not depress, disturb digestion or irritate kidneys.  
Dose: 4-8 tablets in 24 hours.

*Send for Sample and literature*

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..... M.D.  
..... St.  
..... City  
..... State

**CIBA COMPANY, Inc.**  
Cedar and Washington Sts.  
NEW YORK CITY A1

## This Month's Free Literature

(Concluded from page 40)

MELE PHARMACAL Co., 54 South St., New York, N. Y. It contains clinical reports of 38 physicians on the subject of gold as a therapeutic agent and several color plates and illustrations. Ask for booklet entitled "*Arsenauro and Mercauro*."

\* \* \*

"*Organo Therapy*" is the name of a very well-printed 20-page booklet containing material based on the clinical use of Endocrine Products made according to the Cornell Laboratory Process. Copies sent on request by SCHIEFFELIN & Co., 170 William St., N. Y. C.

\* \* \*

A monogram for physicians on the subject of "*The Ovarian Substances*" has been published in the form of a two-page circular and will be sent on request to any physician by LEHN AND FINK, INC., 635 Greenwich St., N. Y. C.

\* \* \*

"*The Romance of Digitalis—The Story of Its Discovery*" is an attractive little booklet on that subject published by the HOFFMANN-LA ROCHE CHEMICAL WORKS, 19 Cliff St., N. Y. C.

\* \* \*

Physicians interested in Metabolism and apparatus for that purpose will find interest in an 8-page circular entitled "*The Roth Metabolism Apparatus*." Copies sent on request by WARREN E. COLLINS, 584 Huntington Ave., Boston, Mass.

\* \* \*

Physicians interested in Colonic Therapy and its technique will find interest in a well-illustrated, handsomely printed booklet published by the SCHELLBERG INSTITUTE, 24 E. 48th St., N. Y. C., and entitled "*Colonic Therapy*." Copies on request.

\* \* \*

"*Studies of Edible Gelatine in the Dietary*" is the subject of an 18-page booklet of scientific nature on that subject. It contains a number of case reports on the feeding

(Concluded on page 44)

## Gynecologically Correct

# The Marvel Whirling Spray Syringe

*Always Gives Satisfaction*



For Literature Address  
**MARVEL CO.**

**190 Brown St., West Haven, Conn.**

## "Words Whisper, But Actions Shout!"

The cynic may cavil, the therapeutic nihilist scoff, the theorist deny, but clinical evidence convinces. Viburnum and Dioscorea, properly combined with aromatics, exert easily demonstrable and practically convincing antispasmodic and sedative action and effect. H. V. C. is proof positive of this.

## HAYDEN'S VIBURNUM COMPOUND

has since 1866 been steadily increasing in use among physicians who demand results.

A clinical test of H. V. C. in dysmenorrhea, menorrhagia, threatened abortion, post partum pains, colic, muscular cramps, will convince.

**Sample and literature on request.**

**The New York Pharmaceutical Co.**  
Bedford Springs Bedford, Mass.

Prescribe

## IODOTONE

### For Respiratory Ailments

IODOTONE is a glycerole of Hydrogen Iodide, each dram containing one grain of Iodine. Combined with Codeine (1 gr. to the oz.), it promptly relieves respiratory distress.

It stimulates the mucous membranes, and with the demulcent action of glycerine, loosens the morbid products, enabling the patient to expectorate; the air passages are opened and respiration becomes normal. In Bronchitis, Pneumonia and other respiratory diseases gratifying results are obtained.

Dose: 1 to 2 drams every 4 hours.

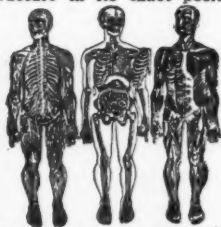
**EIMER & AMEND**

207 Third Ave.,

New York

## PILZ ANATOMICAL MANIKIN

Life Size, 5' 5" High  
Unfolds every part of the bodily structure in its exact position.



FOR HOSPITAL OR OFFICE  
FEMALE: 30 folds, 455 parts  
(with obstetrical supplement)

\$18

MALE, \$15; SEXLESS, \$15.

Sent C. O. D. or on receipt of price. Satisfaction or money back.

Write for FREE Booklets

**AMERICAN THERMO-WARE CO., Inc.**

E16 Warren St., New York, N. Y.

### This Month's Free Literature

(Concluded from page 42)

of infants suffering from malnutrition, and discusses such subjects as "The Value of Edible Gelatine for Growing Children," "The Value of Edible Gelatine in Infant Feeding," "Proportions of Gelatine Used in Infant Feeding and Method of Preparation," and "Gelatine as a Supplementary Food." It also contains a number of illustrations and statistics relative to experimental work with rats. Copies will be sent on request of any physician by the CHARLES B. KNOX GELATINE Co., Johnstown, N. Y.

\* \* \*

"A Synopsis of Fevers and Their Treatment" has been published by VIROL, LTD., London, England, and will be distributed to the medical profession in America by GEORGE C. COOK AND Co., Inc., 59 Bank St., N. Y. C. All the essential features relating to the various infective fevers, including their etiology, usual stages, diagnosis, prognosis and treatment are included. The diseases dealt with are epidemic—cerebro-spinal meningitis, enteric or typhoid fever, typhus, infantile diarrhoea, diphtheria, smallpox, varicella, erysipelas, whooping cough, measles, scarlet fever, german measles, mumps and influenza. Numerous prescriptions are given for the medicinal treatment of the various fevers and their complications, and full instructions as to diet, etc. Copies will be mailed to any physician on request, together with a jar of Virol.

\* \* \*

In a brief well-printed little booklet, THOS. LEEMING & Co., 130 William St., New York City, N. Y., describe the properties of *Collene*. A copy of the booklet and a liberal sample of *Collene* will be sent on request.

Debt is like any other trap—easy enough to get into, but hard enough to get out of.

—H. W. Shaw.





THE STANDARD  
**LOESER'S INTRAVENOUS SOLUTIONS**  
 CERTIFIED

Complete information on Intravenous Therapy, including "The Journal of Intravenous Therapy," will be sent on request.

**New York Intravenous Laboratory**

Producing Ethical Intravenous Solutions for the Medical Profession Exclusively  
 100 WEST 21st STREET, NEW YORK

**ASPIRIN TABLETS**  
 Flavored and Colored ORANGE

Each Tablet guaranteed to contain 5 grains of pure  
 Acid Acetyl Salicylic

1,000 .....\$ 1.25

5,000 ..... 5.75

10,000 ..... 11.00

*Pink or White Tablets furnished at the same prices*

CASH WITH ORDER PARCEL POST, PREPAID

**Ask for Sample**

**Carr Drug Company Box 21 Muncie, Ind.**

**Assume That One of Your Patients—**

must have his foot amputated at the ankle. Your next duty after the operation and his recovery will be to see that a suitable foot is supplied.

In such a case, chapter 40, "Marks' Manual of Artificial Limbs," would answer your problem for you and show with the aid of 24 illustrations how it should be handled. A copy of this book should be in your hands for ready reference.

***This Coupon Will Bring It to You Free***

A. A. MARKS,  
 90 Fifth Avenue, N. Y. C.

Please send me your Book, "Manual of Artificial Limbs," without charge. I agree to look it through carefully soon after receipt and to return it to you if I do not care to make it a part of my Medical Reference Library.

Name .....

Address .....

# The Food for Growth



*Contains*  
Red Bone Marrow, Marrow  
Fat, Malt Extract, Eggs,  
Lemon Juice and Salts of  
Lime and Iron

The marked improvement in growth and development that follow the administration of Virol is due to:

*Its wealth of Vitamins in their active state.*

*Its well balanced nature.*

*The ease with which it is assimilated in the most weakened and debilitated conditions of the intestinal tract.*

## VIROL

is a great aid to the physician in Rickets, Anaemia, Marasmus, all Wasting conditions, and for Expectant and Nursing Mothers.

Sole Agents for U. S. A.  
**GEO. C. COOK & CO., Inc.**  
59 Bank St., New York

*Write to-day for  
sample and literature*

Name.....  
Address.....

## How Other People Get Ahead

*(Concluded from page 17)*

be of interest to the reader. This gentleman, foreseeing the time when his earnings in the practice of medicine would be diminishing, desired to begin setting aside a substantial part of his income in safe bonds—to build up a source of income which would outlast his working years. His plan involves the purchase of a certain number of sound bonds each year. He pays down twenty per cent. of the cost price at the time of purchase. The bank holds his bonds, the title to which is in his own name, as collateral while the doctor pays off the balance in ten annual installments of ten per cent. each. The doctor pays his bank the current rate of interest for the loan, in the meantime being credited with the amount of interest coupons of the bonds as they fall due. This doctor, by going into debt at the beginning of each year, thereby creates an obligation to save which he maintains is the only way he can get anything ahead. The surplus of this physician will be sufficient to insure a comfortable future if he continues his systematic investment program for the ten years at least, during which his present earning capacity should last.

## Give Him Time

The kind old gentleman met little Willie one very hot day. "Hello, Willie!" he exclaimed. "And how is your dear old grandpa standing the heat?" "Ain't heard yet," said William, "he's only been dead a week."

"If this world affords true happiness," says A. Edward Newton, "it is to be found in a home where love and confidence increase with years, where the necessities of life come without severe strain, where luxuries enter only after their cost has been carefully considered."



## Physicians tell us:

*That* in the case of nervous headaches applications of Listerine diluted with water, together with its inhalation from a handkerchief, will often prove helpful to the patient.

*Enclosed with every bottle of Listerine, there is a circular discussing in detail the many uses of this product. We believe you will be interested in giving this circular a careful reading.*

## LISTERINE

—the safe antiseptic

Made by

**Lambert Pharmacal  
Company**

NEW YORK ST. LOUIS  
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Also makers of Listerine Tooth  
Paste, Listerine Throat Tablets  
and Listerine Dermatic Soap

When hepatic secretion is suppressed, in whole or in part, the process of digestion ceases to work smoothly and after a time the sufferer seeks professional advice.

## CHIONIA

A Preparation of *Chionanthus Virginica*

Among the several agents recommended CHIONIA has won a position of prominence. It has been in use for so many years that practically the entire profession is acquainted with its value as an hepatic stimulant. Prepared exclusively for Physicians' Prescriptions.

\* \* \* \* \*

It is a fact that the combination of the five Bromides of Potassium, Sodium, Ammonium, Calcium and Lithium presented in a pure and eligible form has decided advantages over the single salts. It is also a fact that the bromide treatment can be pressed to much greater extent through the use of

## PEACOCK'S BROMIDES

than is possible with the single salts.

Each fluid drachm contains 15 grains of the purest bromides of potassium, sodium, ammonium, calcium and lithium.

We will be glad to send a liberal sample of either or both of the above products to any physician returning this coupon with his R blank.

- ☐ Chionia  
☐ Peacock's Bromides

**Peacock Chemical Co.**

St. Louis, Mo.

A lack of secretion in the intestines is one of the principal causes of chronic constipation.

## PRUNOIDS

given at night over a period of one week will increase glandular activity without exciting pronounced peristalsis and will gradually overcome this form of constipation.

Prunoids are made of Phenolphthalein (one and one-half grains in each) Cascara Sagrada, Dosemetinized Ipecac and Prunes.

\* \* \* \* \*

When the heart has been weakened from prolonged overwork and strain,

## CACTINA PILLETS

A Preparation of the Mexican Night Blooming Cereus

may be safely and effectively prescribed.

Thus employed Cactina gradually improves the nutrition and tone of the heart muscle, restores the cardiac rhythm and renders the heart more resistant to irritating influences. Cactina is a true cardiac tonic without cumulative effect.

### Samples to Physicians Only

We will be glad to send a liberal sample of either or both of the above products to any physician returning this coupon with his R blank.

- ☐ Prunoids  
☐ Cactina Pillets

**Sultan Drug Company**  
St. Louis, Mo.

## —Keeping Patients Fit

(Concluded from page 9)

ination, lest something radically wrong be found with him. He will go in a sportsmanlike way, in the belief that he will save himself much worry and expense, if he knows well in advance of any distressing symptoms, that he needs repairs.

"The family physician, or general practitioner, in order to make time for the treatment of the apparently well, may have to restrict his activities somewhat. That is, he will probably have to take fewer patients and concentrate on keeping all the members of his families fit. This he could do on the basis of a yearly or monthly retainer, or could make a fixed charge for the periodic examinations. The health expert, the specialist and the surgeon could work hand in hand for the benefit of the community."

Dr. Detwiler believes that although no individual physician can advertise, it is entirely proper for a county medical society to advise the public through the press, either in articles or by paid advertisements, that personal, periodical examinations are of the greatest value, as they can be made to supplement the conscientious efforts of sanitarians and health officers and thus enable preventive medicine to reach its highest ideals.

### What I Found

I said, "I will go out and look for mine enemies." That day I found no friends. Again I said, "I will go out and look for my friends," and that day I found no enemies.—*Gertrude R. Lewis.*

### Modern Education

An efficient-looking girl applied for the post of nurse.

"Do you understand babies?" her prospective employer asked.

"I ought to," said the efficient-looking girl. "I've dissected three of them."

## The Prescription Analgesic

*Pyramidon*

Trade Mark  
Registered U. S. Pat. Off.

Is Indicated in ALL the  
Respiratory Diseases So  
Prevalent During This  
Season of the Year. It Is  
the Drug of Choice Where-  
ever Antipyresis and  
Analgesia Are Desired.

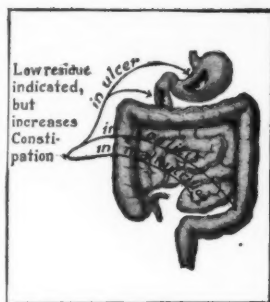
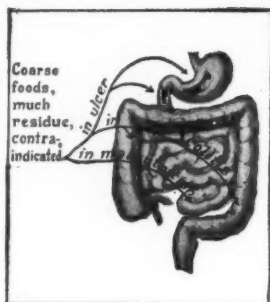
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122 HUDSON ST. NEW YORK





## Dieto-Therapy in Gastro-Intestinal Conditions

A noted gastro-enterologist propounds the following syllogism:

Cases of ulcer, colitis, hyperacidity and malnutrition are usually constipated. Coarse foods are harmful to these patients. But low residue foods increase the tendency to constipation. Ergo—low residue food, plus a high quality intestinal lubricant, solves these nutrition and elimination problems.

The dietetic pendulum has swung too far in the direction of the over-residuized diet in combating constipation, says a leading intestinal specialist. Progressive physicians, he adds,

take the dietetic middle ground and instead of prescribing the over residuized diet, with or without cathartics, they advise either a low or a moderately residuized diet with an intestinal lubricant.

Nujol, the ideal lubricant, is the *therapeutic common denominator* of all types of constipation. Microscopic examination shows that too high a viscosity fails to permeate hardened scybala; too low a viscosity tends to produce seepage. Exhaustive clinical tests show the viscosity of Nujol to be physiologically correct and in accord with the opinion of leading medical authorities.

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